

Remarks:

Examiner Khanh H. Le is thanked for the courtesy of an interview extended to Applicants. The interview was held on September 9, 2008, at which Tadashi Horie, an attorney of record from Brinks Hofer Gilson & Lione, personally appeared to meet with Examiner Le.

Extension Fee

Applicants are in the sixth month from the mailing date of the Office Action. Since Applicants already paid the fee for the request for two-month extension when filing the response on August 15, 2008, Applicants herewith pay the balance in the amount of \$590.

Status of the Claims

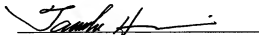
Claims 18-43, 45-46 and 48-55 are pending in the application. Claims 21-23, 31-43, 45, 46 and 48-53 have been withdrawing from consideration. Claim 18 is the only independent claim for consideration. Since claim 18 is a generic claim to spices claims 21-23, when claim 18 is found allowable, the merits of claims 21-23 should be examined.

Claim Rejections under 35 USC 103

Claims 18, 19, 20, 24, 26-29 and 54 are rejected under 35 USC 103(a) as being unpatentable over Holman (US Patent No. 5,287,181) in view of official notices. In the Office Action, the Examiner equates the management system recited in claim 18 with the control circuit 117 of the Holman home unit. The above amendment has clarified that the management system is located outside the mobile terminal. Also, in the Office Action, the Examiner identifies the card used in the Holman home unit as the incentive information presenter recited in claim 18. In the above amendment, it has been made

clear that the incentive information is presented via a mobile communication network.
Applicants believe that the above amendment has overcome Holman.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Tadashi H.", is written over a horizontal line.

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